



## Support Development for Your Short-Term Mission Trip

### INTRODUCTION

The phrase “raising support” affects people differently. Your first step may be to recognize how “raising support” makes you feel. Perhaps you have been approached by an organization or an individual who left a lasting impression on you. You are most likely concerned about how you will do or even what others may think of you asking for help.

Be encouraged, many have gone before you and have been successful.

Like a person standing at the base of a mountain looking upward toward the climb ahead, uncertain of what it will take to reach the top, you approach this task called support raising. It will take some effort to reach your goal. It is not impossible. And once you have reached your goal and are on your mission trip you will have all the joy of reaching the summit.

This manual will provide you with the basic working knowledge needed to raise financial support for a two-week mission trip. The principles discussed are taken from Campus Crusade for Christ’s Ministry Partner Development manual as well as from more than fifteen years of personal experience.

For more information about short-term trips, please contact JESUS Film Mission Trips toll free at (866) 622-8747 or visit our website at [www.jesusfilmmissiontrips.org](http://www.jesusfilmmissiontrips.org).

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## **PHILOSOPHY OF MINISTRY PARTNER DEVELOPMENT (MPD)**

The basic principle that you need to understand is that people are giving to the Lord (His work) and not to you personally. If this is the first time you have raised money “for yourself,” it may seem awkward the first few times you ask or when you receive those first checks. It was a little scary for me, but the more I asked and the more checks I got, the less intimidating it felt. Actually, the more I realized what I was doing and Whom I was working for (the Lord), the better it felt.

You need to have a sense of purpose when you ask and there is no greater purpose than God’s will or the Lord’s work. Do you have a vision or idea of how the Lord may use you? Do you have a vision of what He may accomplish in your life and those around you as a result of this trip? I don’t need to tell you that God desires for all to enter His Kingdom, for every person to have one chance to hear about His waiting forgiveness. If you do anything that helps lead one person one step closer to Christ while on your trip, then you are doing the greatest work on Earth.

If you agree that you are doing a great thing in responding to an opportunity that the Lord has given you, why shouldn’t people give? As you approach your people you need to have an expectant heart that they will want to give and be a part of what you are doing. Do keep in mind that not everyone is called to go and not everyone is led to give and that’s okay. But you will find (as I have found) that more people are ready to give than you expect, so learn to ask expectantly. Your maturity is in realizing God will provide through people eventually and it is simply a matter of applying yourself and finding who and where they are. No doubt, as a child you hunted Easter eggs. With each egg you found you were that much more encouraged to keep looking for the next. It will feel the same as you “hunt” for the support that the Lord has for you. I can’t tell how many bushes you will have to look behind, but I know the Lord has ample support just waiting for you.

With all of the confidence you have that you are doing the right thing in inviting others to join with you as a financial partner, it doesn’t mean you take others for granted or may be rude in any way. Why would I say that? At some point you may be tempted to think “Those people can afford to give me more than they did, just look at their car and their house!” Guard your mind from these thoughts, keeping every thought captive. Remind yourself that the Lord may not have wanted them to give at this time. How you ask and how you respond to a “no” answer can act as a barometer for you of how much you trust the Lord to provide. Notice I said, “ask;” you need to play an active part.

Simply put:

People need to give.

People need to be asked.

People need to be appreciated.

## **TAX-DEDUCTIBLE / NON TAX-DEDUCTIBLE GIVING**

**Tax-deductible giving:** For the benefit of the donor you will want to have them make their check payable to “Campus Crusade for Christ.” This makes the contribution a tax-deductible donation to a non-profit organization and may give additional confidence to the giver, as there is implied accountability with the use of the funds. Campus Crusade for Christ will send a receipt to the donor for the contribution when the check is processed.

**Non tax-deductible giving:** If someone prefers to make the check payable to you, the gift is not tax-deductible because you are NOT a non-profit organization. There is no problem with donors making contributions directly to you, so long as they understand that this will not be a tax-deductible gift.

A personal check written by you for your own trip expenses is NOT considered a tax-deductible gift, because you will receive the benefit of that gift. However, you can contribute to someone else’s trip, and likewise, they can contribute to your trip expenses and it will be a tax-deductible donation.

**CALCULATE THE AMOUNT YOU NEED**

One of the largest and most flexible expenses of your trip is the airfare. Prices vary based on where and when you are going. Your Team Leader will make flight arrangements for you, or will have each Team Member contact a particular travel agent that is booking the flights. On most trips it is very important to book the tickets as a group, making it easier to change the tickets as a group when necessary. You may be able to find a cheaper ticket (with more restrictions) as market prices vary, but to ensure the group can stay together and increase safety for the team your Team Leader will handle the flight arrangements. Once your Team Leader has final ticket pricing you can adjust your budget accordingly.

**Estimate Expenses**

Trip Cost (meals & lodging)	_____
Flight (estimate cost only)	_____
Materials (if recommended)	_____
Thank-you donor gifts	\$50 _____
Total funds needed	_____
Total received to date	_____
Total still needed	_____

It is good to give. The first contribution toward your cause should be your own. Don't worry, you don't have to give until it hurts or cash in all of your savings.

Your financial gift helps you in many ways. First, in addition to you going and investing your time, it provides you a way to give to the Lord. Second, it helps you commit yourself to the task. Third, it helps you not to feel as though all you are doing is taking. Fourth, it sets a standard by which you are going to trust the Lord for His provision.

**VISION-CASTING EXERCISE**

Answering the following questions can help you begin to formulate in your mind how to describe what you will be doing on the trip and the purpose for the trip.

Why do you believe God is leading you to go on this project or missions trip?

How do you hope God will use you during your trip?

What do you hope to see happen as a result of your contribution on this project? What will be different as a result of your presence? Describe what it will look like if you accomplish your goal.

**"NAMESTORMING"**

Brainstorming is the process by which you list all ideas without evaluation. Evaluation of the ideas is done after brainstorming. Namestorming is a similar process where you list all the people you can think of. After the list is assembled, they are prioritized.

Pray each day that the Lord will bring to your attention names of individuals whom you should contact. Put an initial contact list together by namestorming everyone you can think of. To begin this process, write down all the spheres of influence with which you have been involved, like church, Sunday School, Bible studies, prayer groups, etc.

Write down names that come to mind on a piece of paper or 3 x 5 card. The cards can later be divided into groups. Don't count anyone out. The average person knows hundreds of people.

Go through the list on the following pages to help you think of potential contacts, and begin praying for those you plan to contact.

## Categories for Namestorming

Advertising agencies	Community leaders	owner/attendants	People you've led to Christ
Airline flight attendants	Computer programmers	Geologists	Pharmacist
Amway distributor	Construction workers	Golf pro/caddie/buddy	Phone operator
Apartment manager	Contractors	Government employees	Pilots
Architect	Corporate executives	Grandparents	Physical therapist
Artist	Dairy farm owner	Grocery store owner/manager	Plumbers
Attorneys	Dairyman	Handyman	Policeman
Baker	Deliveryman	Health club owner/workers	Politicians
Bank president	Dentist	High school/college friends	Psychologist
Bank teller	Dental assistant	High school/college professors	Printers
Barber	Dermatologist	Hospital chaplains	Real estate agent
Beautician	Dermatologist's nurse	Housewives	Real estate developers
Bible bookstore owners	Discipler	Insurance salesman	Referrals
Bible studies/prayer groups	Doctor	Interior decorators	Relatives
Boat dealers	Doctor's nurse	Irrigators	Restaurant owners/waitresses
Bottling companies	Doctor's receptionist	Jaycees	Retired people
Boy/Girl Scout leader	Dog groomer	Jewelers	Rotary Club
Building contractors	Downtown businesses	Kiwanis Club	Sales people
Butcher	Editor of local paper	Labor union representatives	School annuals
Campus Crusade Staff	Electricians	Locksmith	School principals
Carpet cleaners	Farmers or ranchers	Mailman	Secretaries/receptionists
Children's teachers	Fast-food restaurant owners	Mayor and other civic leaders	Self-employed
Chiropractor	Florist	Mechanic	Servicemen
Christian businessmen or women	Former churches	Military personnel	Service representatives
Christmas card list	Former customers	Missionaries	Shoe salesman
Church choir	Former employers	Missionary society	Sisters
Church directories	Former college professors	Morticians	Sorority sisters
Church friends	Former high school teachers	Neighborhood watch	Sunday school classes
Church missions committee	Former salesmen	Neighbors	Tax accountants
Church related publications	Foundations	Neighbors at former residences	Teammates
Church staff	Fraternity brothers	Newspaper editor/writers	Tire repairman
Church Sunday school groups	Friends/acquaintances	Painters	Travel agent
Civic clubs	Friends of parents	Parents	Truck drivers
Coaches	Garbage collector	Parent's associates	TV/radio stations
	Gas station	Pastors	Veterinarian
			Wedding list
			Women's clubs

## **MPD STRATEGIES**

Let's look at a basic MPD strategy and then consider two ways to increase its effectiveness.

### **Letter/response card ask**

Simply put, this strategy consists of sending letters, response cards, return envelopes and thanking them.

The letter is written to introduce the reader to the mission trip; cast a vision of the opportunity for ministry; and invite the reader to be financially involved. (The following pages provide guidelines for writing this letter. We have also included a sample letter and response card.)

Often this is sufficient to raise the majority of the financial support needed for a two-week missions trip. However, it is not uncommon for people who sincerely desire to contribute to misplace or forget to mail back the response card. Also many people are more motivated to give following a personal contact. In light of this, we would strongly recommend that you follow up your letter with a phone call.

### **Add a follow-up phone call**

Following up the letter with a phone call enables you to *personalize the ask*. An added benefit of making the phone call to get the decision is you have the opportunity for two-way communication with your potential ministry partner.

You may wish to mail your letters in batches so you have ample time to make the follow-up calls.

What to do when making a follow-up phone call.

- A. Identify yourself and chat briefly (1-3 minutes) with the individual. Ask a sincere question like "*How are you and your family doing?*" Be sure to listen and respond as needed.
- B. Ask "*Did you receive my letter?*" You will need to be ready to respond appropriately. The following could happen:
  - 1) He hasn't received it.
  - 2) He received it but hasn't read it.
  - 3) He looked it over, but can't remember the details.
  - 4) He has read it and hasn't come to a decision.
  - 5) He has read it and has come to a decision.
- C. If he has read your letter say, "*Great, I wanted to see if I could answer any questions you have and see what you've decided.*" Answer the questions and ask, "*...so do you think you'll be able to help?*" If "Yes," remind him to make the check payable to your church, if you have made prior arrangements for your church to handle contributions.
- D. If he has received it and hasn't read it, or doesn't remember it, then you will need to be prepared to share the need over the phone.
  - 1) **DO NOT SAY**, "*I will send you another letter.*" Be bold, share what you are doing and ask over the phone. In some cases, you may need to call back for the decision. But, in most cases, the decision will be made while you are on the phone.
  - 2) Be sure to try to get an exact amount, as this will confirm the commitment in his mind and it will help you in your planning process.
- E. If he says "No, I can't give at this time," ask if he might be in a position to give the week before you leave. You might be asking at a time in the month when his checking account is low and he needs to wait for his next paycheck
- F. When appropriate, ask for prayer requests and pray for him over the phone.

Be sure to thank him for any decision. If he cannot be a ministry partner for this trip, thank him for his prayerful consideration and ask him "*Would you like to hear how the trip went when I get back?*" This may build the relationship for you to ask in the future. Remember to add his name to the list of people you intend to send a trip report to.

### **Consider a face-to-face ask**

You may have some individuals you wish to contact who may feel slighted if asked by letter or over the phone. In addition, you may have already identified some of your friends as potential large donors for your project. These may be good reasons to take the additional effort to meet with the potential donor face-to-face. You will need to take some time to assess who you feel needs to be asked in person and who you

prefer to ask in person. Prioritize who you will contact and be realistic with the time you have remaining before you leave on the trip.

When you meet face-to-face with the potential donor, spend some time chatting and building rapport. Share about what God has been doing in your life and how He has led you to take part in this trip. Paint a picture for them of what could happen as a result of the trip. Then ask them to be a part of your support team by giving a one-time gift toward your expenses.

Some things to keep in mind: 1) Prepare a general outline of what you will talk about so that you don't leave anything important out. 2) Don't assume that once you've shared about your trip, the person will automatically offer to support you. Many people wait for you to ask them to make a commitment before they give. 3) Thank them for taking the time to meet with you and considering partnering with you, no matter what their decision turns out to be.

### **SUPPORT FROM A CHURCH**

Some churches will wholeheartedly embrace you as their short-term missionary. Other churches have strict policies designed to protect both the church budget and the members of their church.

Presenting your needs to a church depends greatly on how formal the church is. The process could range from talking to the right person in a casual conversation to a formal application process and interview by a committee from the church. Most churches want to know the total amount you need to raise and a general itemization of the budget. Your church may take an offering for you or they may already have set amounts or ranges they prefer to give, or they may like to give a percentage of your budget.

For your trip, I would suggest first finding out your church's current policies regarding short-term missions and then determine how the church can become a partner with you in your mission. This will help you determine how many people you will want to contact individually to join you as a financial partner for your trip.

### **THINGS TO REMEMBER WHEN WRITING SUPPORT LETTERS**

#### **Suggested guidelines:**

Use positive sounding words in your writing style.

Share why you believe God is having you go; share your vision of what could happen on this trip.

Tell the reader the benefits of joining with you in this project.

Express a partnership opportunity between you and the reader.

Don't be apologetic about asking for money.

Express your appreciation about them considering partnering with you in this.

Choose a high quality paper and envelope. Cast a professional, trustworthy image.

When possible, make the first paragraph specific to the reader. A letter written to everyone is less likely to be read and less likely to generate the response you desire.

Send the letter in groups (15 to 30) so you can follow-up each letter with a phone call within a week.

Select a highly readable font such as Times New Roman, use 12 point font size (no smaller than 11 pt.).

Include a quality head & shoulders printed photo of you as a graphic on the letter.

Use correct grammar, but write in an easy-flowing, conversational manner.

Keep typewritten paragraphs to six lines or less. Shorter paragraphs enhance the readability of the copy. Double-space between paragraphs. This creates more white space and makes it look easier to read. Indent paragraphs for greater readability and personalization.

If you have a second page, divide the sentence at the end of the first page so that the reader will have to turn to page two to finish reading the sentence.

Keep sentence structure simple and uncomplicated. Guard against using incomplete sentences.

Use correct spelling. When in doubt, look it up!

Avoid beginning a sentence, especially the first sentence of a paragraph, with “a,” “an,” or “the.”

Begin sentences with “action” words (verb forms such as “-ing” words) or good transitions (such as prepositional phrases) to keep the interest of the reader and the to enhance the flow from one thought to another.

Use a personal form for your letter. This means using a comma after the salutation rather than a colon and not using an inside address (addressee’s address above their name).

Vary paragraph beginnings.

Always give your letter a specific date.

Think of your letter as a funnel that moves the reader from the general to the specific.

## **LETTER OUTLINE**

**Date:** Month, Day, Year

**Dear:** Specific person’s name

**Introduction:** Begin with a couple of sentences to grab their attention and tell them why you are writing. You may want to include a quick run-down on recent events in your life. This could be the first time they’ve received a letter from you.

**Announcement:** Tell them what God is calling you to do. Announce the trip or project and share your vision of how God will use you. Share why you need to go. Cast a vision or paint a picture for the need.

**Further Details:** Share more specifics about the trip (purpose, strategy, what you will specifically do). Share what you can expect to see accomplished.

**Partnership:** Express your need for others to help send you (focus on a sense of teamwork and partnership between you and the reader).

**The Ask:** Share the total amount you need and ask them if they would consider a gift of \$500, \$250, \$100 or some other amount. Enclose a response card giving different levels of commitment along with a self-addressed stamped envelope. Tell them who the check should be made payable to (write this in the letter as well as on the response card).

**Close:** Thank them for their consideration of partnering with you in this wonderful opportunity. Tell them that you will call them within one week for their decision.

**Your Signature:**

**Handwritten P.S.:** Express appreciation. “I’m looking forward to talking with you soon.”

**Enclosures:** Response card; self-addressed stamped envelope; brochure of the project you’re going on and/or the ministry you are working with.

## **RESPONSE DEVICE**

You could put a response device in your mailing such as the one below. Response devices help the reader make a choice of how much to give by dividing the overall budget into various dollar amounts they can choose from. You can “cut and paste” several response devices to fit on one page; three per page makes a good size.

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**Yes! I will help send you on your Missions Trip:**

### ***Africa Adventure***

- I'm sending a gift of  \$50  \$100  \$200  \$300  \$\_\_\_\_\_ to go toward your mission trip.
- Yes, I'll commit to praying for you.
- No, I'm not in a position to support your ministry financially at this time, but please keep me informed on what you're doing.

Name \_\_\_\_\_ Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

All gifts are tax deductible. Please make check payable to “Campus Crusade for Christ” and mail in the enclosed envelope.

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## **MOVING FROM A ROUGH DRAFT TO THE FINAL DRAFT**

In writing a rough draft, allow yourself the freedom to make mistakes your first time through. What you are attempting to do is move from a general outline to a conversational and informational letter. Let your enthusiasm show through in the text. The majority of your readers are going to be excited and interested in what you are doing. Try to stick to the essentials and write concisely, with a logical flow from one point to another.

After you have edited the letter and have arrived at what you believe is the final draft, ask a few people to carefully read the letter to check for errors and content. You have complete control over the content of your letter and how you wish to represent yourself to your friends. I hope you will allow others to help you with your content.

Sample letter:

**Barbara Smith**  
123 Missionary Lane  
San Clemente, CA 92673  
555-555-5555

Dear (merge or type name)

specific date

I want to share with you a wonderful opportunity I have coming up this summer. I long to be His hands, His feet, and His vessel to share the good news of His love and salvation to a dying world. It is my prayer that as you read this letter you will consider joining with me as a partner in a unique opportunity to minister to the Muslim world. This summer, teams from all over the United States will be meeting in the southern port cities of Europe sharing the gospel with thousands of Muslims as they board ferryboats traveling to their homes in the very restricted countries of North Africa.

The Muslim world is one of the last areas on earth where most people have never heard about the Lord Jesus. Persecution of Christians in Muslim countries is continually on the rise, making it extremely dangerous for missionaries to enter these areas. That's what makes this project so effective. From ports in southern Europe, we are able to distribute New Testaments along with the audio version of the *JESUS* film on cassette to people entering Muslim countries by ferryboat. The recipients, including Tunisians, Algerians, and Moroccans, share the story of Jesus with friends and relatives in areas where a missionary could not venture.

A missionary in one of these countries can safely pass out about eight Arabic Bibles or New Testaments in an entire year, and even then with risk of detainment and deportation. With the freedom to do distribution in Spain, I can accomplish in one day what it takes a missionary in-country to do in one year. Now I just need help in getting there.

Would you please consider partnering with me, both prayerfully and financially, to enable me to go and share Christ's love with these dear people? My total need is \$2,000. In order to meet this goal as quickly as possible, one-time investments of \$50, \$100, \$200, \$300 or more are needed. Please make your check payable to "(your church name here)". Then mail your check to me in the enclosed envelope (your investment will then be tax-deductible).

Thank you so much for prayerfully considering this unique opportunity to help give hundreds of people their first opportunity to own a Bible and to say "yes" to receiving *JESUS*. I will call you in a couple days to find out your decision. May God bless you abundantly.

In His Love,

**PS. (Handwritten personal note or something like "I'm looking forward to talking with you soon!")**

**THANK YOU FOR YOUR GIFT**

Write a thank you note to those who support you. You may consider writing a thank you to those who considered it but were unable.

**WHILE ON THE TRIP**

While on the trip look for small, easily mailed items that can serve as thank you gifts for those who helped you go on this trip. You will have opportunities to venture into the marketplace; this is a good place to find

some inexpensive gifts.

Write a journal of daily events. While taking photographs, keep in mind you will want a couple of good photos to put in your report to your donors.

Take in the sights and sounds of what the Lord is doing. Give yourself some time to observe how God is working in the situation.

### **WHEN YOU GET HOME**

Send a report of how the trip went and what was accomplished. Don't forget to share a specific story, maybe a photo or two. I recommend that you send the report to everyone you asked, whether they gave or not. Hand write a P.S. sentence saying "thank you" to all who gave. If you bought a gift, send it with the report.

### **WHAT'S NEXT, LORD?**

I have every confidence that you have seen the Lord do a great work through you. The question you're likely to ask is "What's next, Lord?"

Is God leading you to a deeper commitment to Himself? Do you feel drawn closer to your Creator? Do you feel the need to make some changes in your life as a result of the trip? What kind of changes would you like to make?

Would you like to go on another trip? Would you like to be doing anything different vocationally in the future? What direction do you see the Lord leading you?

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For information about short-term trips, please contact JESUS Film Mission Trips toll free at (866) 622-8747 or visit our Web site at [www.jesusfilmmissiontrips.org](http://www.jesusfilmmissiontrips.org).

For information about full-time missionary opportunities with The JESUS Film Project, please call Dick Barnes at (719) 265-7125.